

# Lessons learned from for gamers with diso

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Wind and crows Crows cawing



They're too vicious, getting close could be dangerous.

Wind and crows

Crows cawing



They're too vicious, getting close could be dangerous.

16 hours dev time per feature

12% had full closed captions enabled

14% had dyslexia font enabled

# MUDRammer

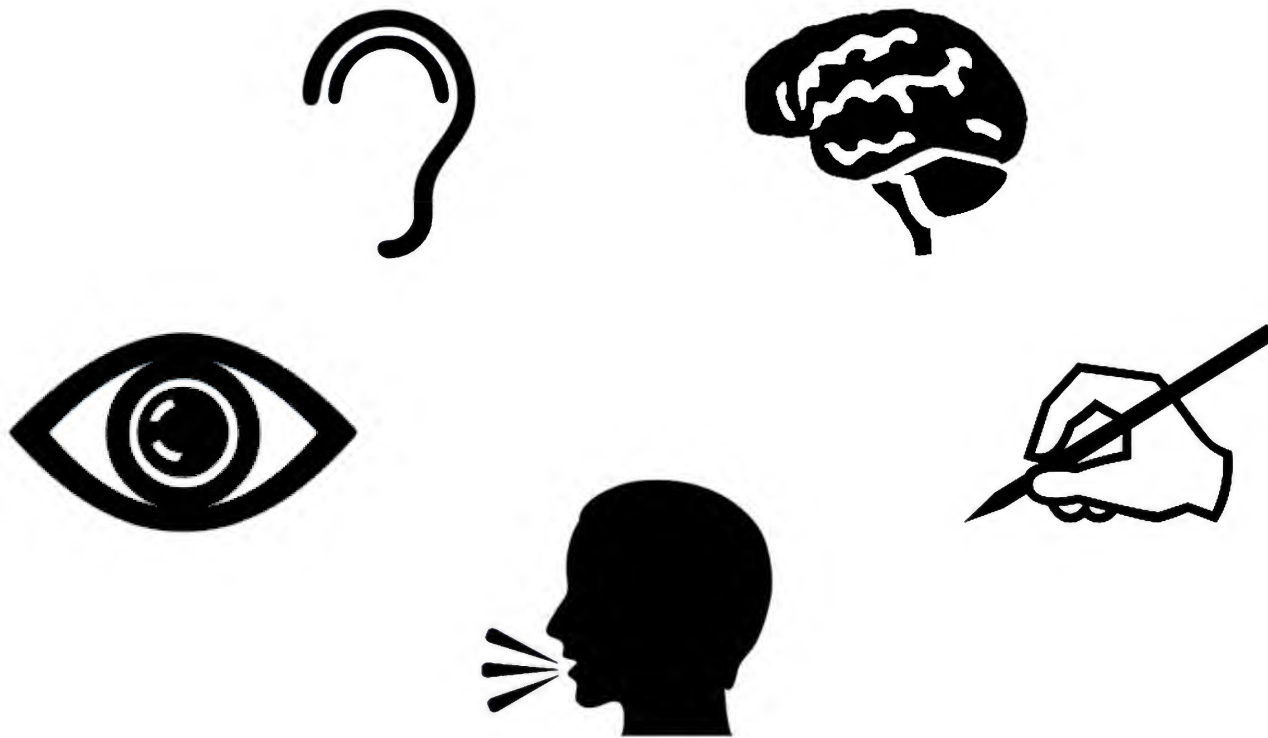
“10% of MUDRammer players are blind, meaning more or less immediate profit”

# Solara

“Average revenue from blind users is significantly higher, they tend to be some of our most loyal”



Down's Syndrome Deafness Colour Blindness  
Cerebral Palsy ADD Arthritis Autism Spina Bifida  
Dyspraxia Multiple Sclerosis Muscular Dystrophy  
Aspergers Essential Tremor Albinism  
Blindness Auditory Processing Disorder  
Dyslexia ADHD Global Developmental Delay  
Dyscalculia Visual Processing Disorder  
Cataracts Glaucoma Epilepsy Alzheimer's  
Parkinsons





# Game accessibility guidelines

BASIC INTERMEDIATE ADVANCED FULL LIST WHY AND HOW

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A straightforward reference for inclusive game design

Guidance, examples and advice on **why and how** to cater for gamers with disabilities and other impairments

“ I think this web page on making games more accessible is awesome.

Paul Barnett, Senior Creative Director, EA BioWare



100 |

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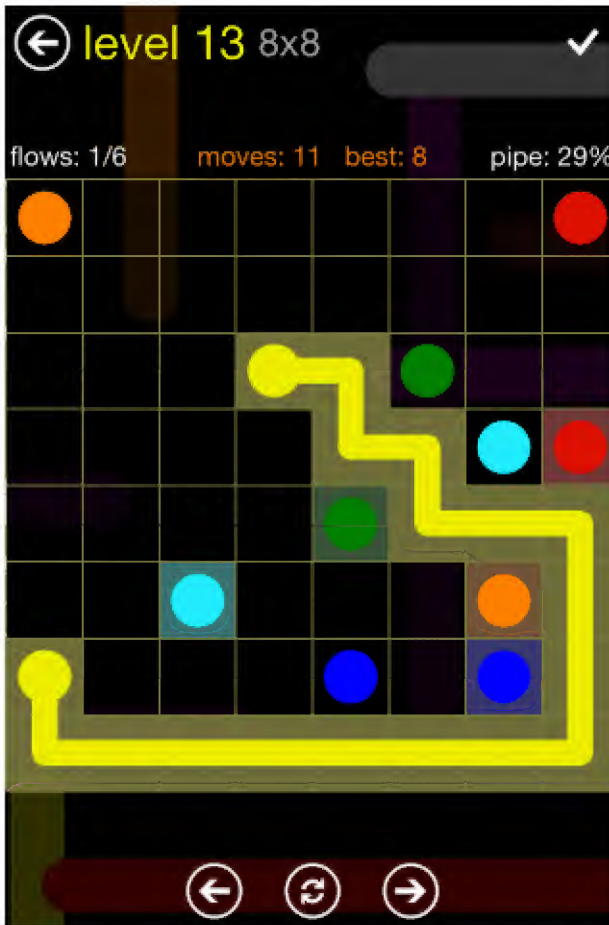
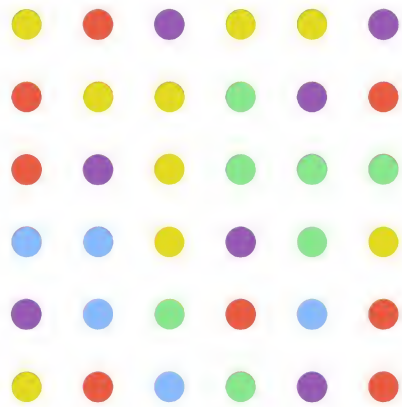


Announcer: This next test is very dangerous. To help you remain tranquil in the face of almost certain death, smooth jazz will be deployed in three. Two. One.  
[SMOOTH JAZZ]



Time 51

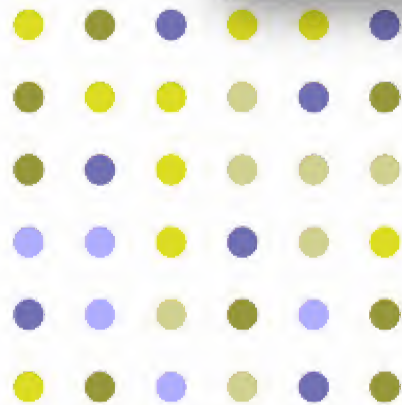
Score 0



Time 51

Score 0

Deuteranopia



**Sara Lang**

@SaraLang

I finally downloaded Dots, only to find that I'm far too colorblind to actually be good at this.

**Mikah Ragos**

@Mykah09

Addicted to Dots even though I'm making a fool of myself! :D #colorblind  
[pic.twitter.com/IdKHZ91g9i](http://pic.twitter.com/IdKHZ91g9i)

**Nick O'Brien**

@nickobrien22

Playing dots. This game really discriminates against us color blind people. I won't stand for this! #FightForWhatsRight

**nico diaz**

@nicodayss

I downloaded this Flow app game thing and no matter how many times I tried playing, I kept losing. Then I remembered I was color blind #awk

**Rebecca Koehler**

@mikyway

Was going to thank @ijandrew for letting me play Flow, but then he laughed when I tried to connect red and orange dots. #colorblind

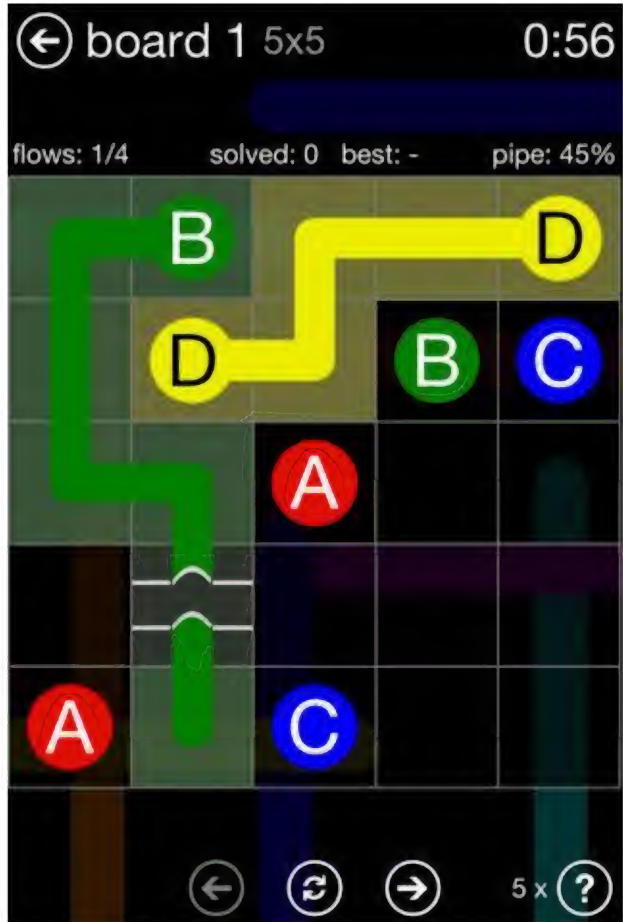
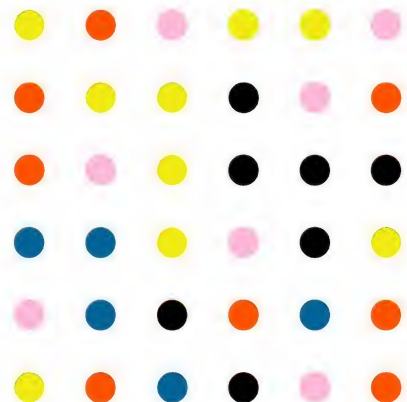
**L@ne**

@Lane\_Simpson

Terrible at Flow free because I'm colorblind

Time 58

Score 0









Accessibility changes lives, contributes to quality of life, and generates profit.

Simple considerations can benefit all players, not just those with impairments...

... if you think about it from GDD stage, and let players know about your features.

# Q&A

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<http://www.gameaccessibilityguidelines.com>

<http://tinyurl.com/PopcapResearch>